



Community-generated ideas to address parking issues in the commercial district

The Town Business Liaison Committee, along with Mayor Laurie DiRocco, hosted a community brainstorming session about public parking in the commercial corridor March 14. About 35 business owners and others attended the meeting, which generated practical as well as creative suggestions for addressing the ongoing challenge of parking in the commercial district.

A follow-up meeting to further discuss ideas and perhaps begin determining implementation possibilities will be held at 6 p.m. Thursday, May 9, in Town Hall Council Chambers. This meeting is open to the public.

Ideas generated at the March 14 meeting included short-, mid- and long-term potential solutions.

Short-term ideas

- create a comprehensive parking and marketing plan for Vienna and its business community
- create a comprehensive parking map for all currently available parking options (digital and strategically placed information signs, e.g. with QR code)
- develop clear and improved Town-branded parking signage
- actively enforce two-hour parking on Church Street and for designated short-term parking
- run a time-limited test pilot for shared parking among businesses along Church and Maple Avenue between Center and Lawyers Road
-

Mid-term ideas (may require additional research and funding)

- share parking among businesses and establish a comprehensive parking solution
- implement public relations campaign to reinforce branding of Vienna as a walkable and bikeable Town and to encourage people to park and walk
- consider financial or property improvement incentives for property owners
- designate strategically located parking spaces for short-term parking for drop-offs and pick-ups to encourage businesses and property owners to open parking spaces on their property to non-patrons
- regulate shared parking spaces (Vienna police)
- secure vacant properties for employee parking and find shuttle options from those parking options to Church Street, potentially partnering with Uber and Lyft
- bring bike and scooter share stations to Vienna
- improve lighting on W&OD Trail within Town limits to encourage biking and walking
- create revisions/incentives to add more parking than required by MAC

- investigate potential use of portion of Walgreens parking lot for general parking
- investigate potential use of Vienna Presbyterian Church lot during the week for general parking
- look into residential parking spaces for sale/long-term rent for employee parking

Long-term ideas

- research feasibility of connecting Vienna Metro, Town Green, Tysons Metro (and residential areas) with a trolley
- use trolley/shuttle to connect satellite parking options and residential areas
- install parking meters on Church Street
- research use of a parked vehicle carousel options as well as electronic alert systems for available parking spaces

Additional ideas

- grant parking easements to property owners
- renegotiate Mill Street parking option
- provide more transparency of plans and financing options
- change Church Street to one-way with angled parking
- park in alleys and stem streets.